

ORDER



KSDK

Orders
Order / Rev: 709585
Alt Order #:
Product Desc: McCaskill for Senate 2012
Estimate: 11674
Flight Dates: 08/27/12 - 09/02/12
Original Date / Rev: 08/24/12 / 08/24/12
Order Type: Political

Primary AE: Local House
Sales Office: KSDK
Sales Region: LOC

Agency
Name: Media Strategies & Research/ POL
Buying Contact:
Billing Contact:
 9990 Lee Hwy #210
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: McCaskill, C/ D/ Senate
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/02/12	46	\$45,375.00	\$38,568.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	46	\$45,375.00	\$38,568.75	0.00
Totals	46	\$45,375.00	\$38,568.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	40%	\$45,375.00
Market	100%	\$113,437.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	0%	\$0.00
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	0%	\$0.00
UNKWN	60%	\$68,062.50
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSDK	08/29/12	08/29/12	M-F 5-6A 5-6a	CM	5-6A	--W----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	--W----		1		\$375.00		0.00					
N 2	KSDK	08/27/12	08/31/12	M-F 6-7A 6-7a	CM	6-7A	11-11--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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N 2	KSDK	08/27/12	08/31/12	M-F 6-7A 6-7a	CM	6-7A	11-11--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	11-11--					4	\$750.00		0.00			
N 3	KSDK	08/27/12	08/31/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	11111--					5	\$600.00		0.00			
N 4	KSDK	09/01/12	09/01/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-					1	\$600.00		0.00			
N 5	KSDK	09/02/12	09/02/12	Sun 9a Sun 9-10a	CM	9-10A	-----S	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S					1	\$525.00		0.00			
N 6	KSDK	08/28/12	08/28/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	-T-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$200.00		0.00			
N 7	KSDK	08/27/12	08/27/12	M-F 10-11A News at 10am	CM	10-11A	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----					1	\$150.00		0.00			
N 8	KSDK	08/30/12	08/30/12	M-F Noon News Noon News	CM	12-1230p	---T---	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---					1	\$300.00		0.00			
N 9	KSDK	08/29/12	08/29/12	M-F 2-3p Dr. Oz	CM	2-3p	--W----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--W----					1	\$225.00		0.00			
N 10	KSDK	08/28/12	08/28/12	M-F 3-4p Ellen	CM	3-4p	-T-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$500.00		0.00			
N 11	KSDK	08/27/12	08/31/12	M-F 430-5p Jeopardy	CM	430-5p	1-111--	:30	4	\$525.00	P-2	0.00	NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	1-111--					4	\$525.00		0.00			
N 12	KSDK	08/27/12	08/31/12	M-F 4P News News 5 at Four	CM	4-430P	11--1--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	11--1--					3	\$450.00		0.00			
N 13	KSDK	08/27/12	08/31/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	11111--	:30	5	\$1,050.00	P-2	0.00	NM	5	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	11111--					5	\$1,050.00		0.00			
N 14	KSDK	08/27/12	08/30/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	1-11---	:30	3	\$1,125.00	P-2	0.00	NM	3	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	1-11---					3	\$1,125.00		0.00			
N 15	KSDK	08/27/12	08/31/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	11111--	:30	5	\$1,300.00	P-2	0.00	NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	11111--					5	\$1,300.00		0.00			
N 16	KSDK	08/28/12	08/28/12	Tues Prime Other America's Got Talent	CM	7-9p	-T-----	:30	1	\$4,950.00	P-1	0.00	NM	1	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N 16	KSDK	08/28/12	08/28/12	Tues Prime Other America's Got Talent	CM	7-9p	- T- - - - -	:30	1	\$4,950.00	P-1	0.00	NM	1	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- T- - - - -		1			\$4,950.00		0.00				
N 17	KSDK	08/29/12	08/29/12	Wed Prime B AGT	CM	8-9P	- - W- - - -	:30	1	\$3,375.00	P-1	0.00	NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- - W- - - -		1			\$3,375.00		0.00				
N 18	KSDK	08/30/12	08/30/12	Thu Prime B Saving Hope	CM	8-9P	- - - T- - -	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- - - T- - -		1			\$800.00		0.00				
N 19	KSDK	08/31/12	08/31/12	Fri Prime C Dateline	CM	9-10P	- - - - F- -	:30	1	\$2,700.00	P-1	0.00	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- - - - F- -		1			\$2,700.00		0.00				
N 20	KSDK	08/27/12	08/31/12	LN (M-F) LN (M-F)	CM	10-1035p	1- 1- 1- -	:30	3	\$1,650.00	P-2	0.00	NM	3	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	1- 1- 1- -		3			\$1,650.00		0.00				
N 21	KSDK	08/28/12	08/31/12	Tonight Show Tonight Show	CM	1035-1137p	- 1- - 1- -	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	- 1- - 1- -		2			\$575.00		0.00				
Totals													46	\$45,375.00	